

## **Assignment #1: Reflection Paper (5%)**

**Due Date: Tuesday, August 30, 2011**

For your first assignment, I want to know more about yourself and give you a chance to make a funny or touching argument about a real social problem that you feel strongly about, (or that you just find annoying). Suggestions are listed on the next page.

Also, include a few lines about the following questions:

- Do you have a clear idea of which discipline you would like to study in university?
- Do you have a preference for a particular research method?
  - (survey, experiment, case study, field work, content analysis)
  - (qualitative or quantitative data analysis)
- In the future, you may specialize in one discipline. But eventually, you will also have to interact with other specialists. Do you find that your knowledge of other disciplines is sufficient to know how other thinkers work?

### **Specifications**

400-600 words, 12 pt. Times New Roman, double-spaced

**Submission format: MS WORD .DOC or .RTF,  
submitted in Léa ONLY**

## Suggestions

- Is there a product or service that you love or hate?
- Is there a public service (health care, education, SAQ) that you love or hate?
- Is there a type of store or company that you love or hate?
  
- Why?
  
- Example: “I hate *dépanneurs* because most of them are dirty and crummy.”
- Example: “I love Aldo stores because the music is always good and the shoes are trendy.”
- Example: “I hate the oil industry because it pollutes the air and stifles competition.”

## If this does not work: try reacting to one of these statements

- “Profits are evil. Anyone with money must be a thief.”
- “The customer is always right. And whatever he wants the market should supply.”
- “Governments are inefficient and taxes are too high.”
- “Loyalty is a virtue that should be rewarded with honors, not money.”
- “Territory is something that has to be defended.”
- “Competition is not a threat; it is an opportunity to innovate.”
- “Being obedient and disciplined is more important than getting things done.”
- “It is noble to dispense largesse and give to the needy.”
- “It is smart to be thrifty, and to invest in productive activity.”
- “Honesty is the cornerstone of a prosperous business.”
- “Deception is the backbone of politics and power games.”
- “With great powers, come great responsibilities.”